

DCMX



DCMX Branding Strategies

DCMX Branding Designer

Manabu Mizuno

Art Director

Born in 1972 and graduated from Tama Art University, Faculty of Art and Design, in 1996. Entered Pablo Productions, moved to Draft, and then established good design (company name) in January 1999. Major projects include KIRIN 903 (2004), which involved the product concept, planning and brand development, advertising and all other creative work; graphics for the performance group Rahmens; commercials and graphics for the alcoholic beverage Shinluchu by Ei-Sho-Gen; and graphics for Mitsui Fudosan's Shibaura Island. Currently handling branding for NTT DoCoMo's iD mobile credit platform and related services. Won the New Talent award from the Japan Graphic Designers Association in 2003, NY ADC award in 2005, and awards in three categories from One Show Silver 2005.

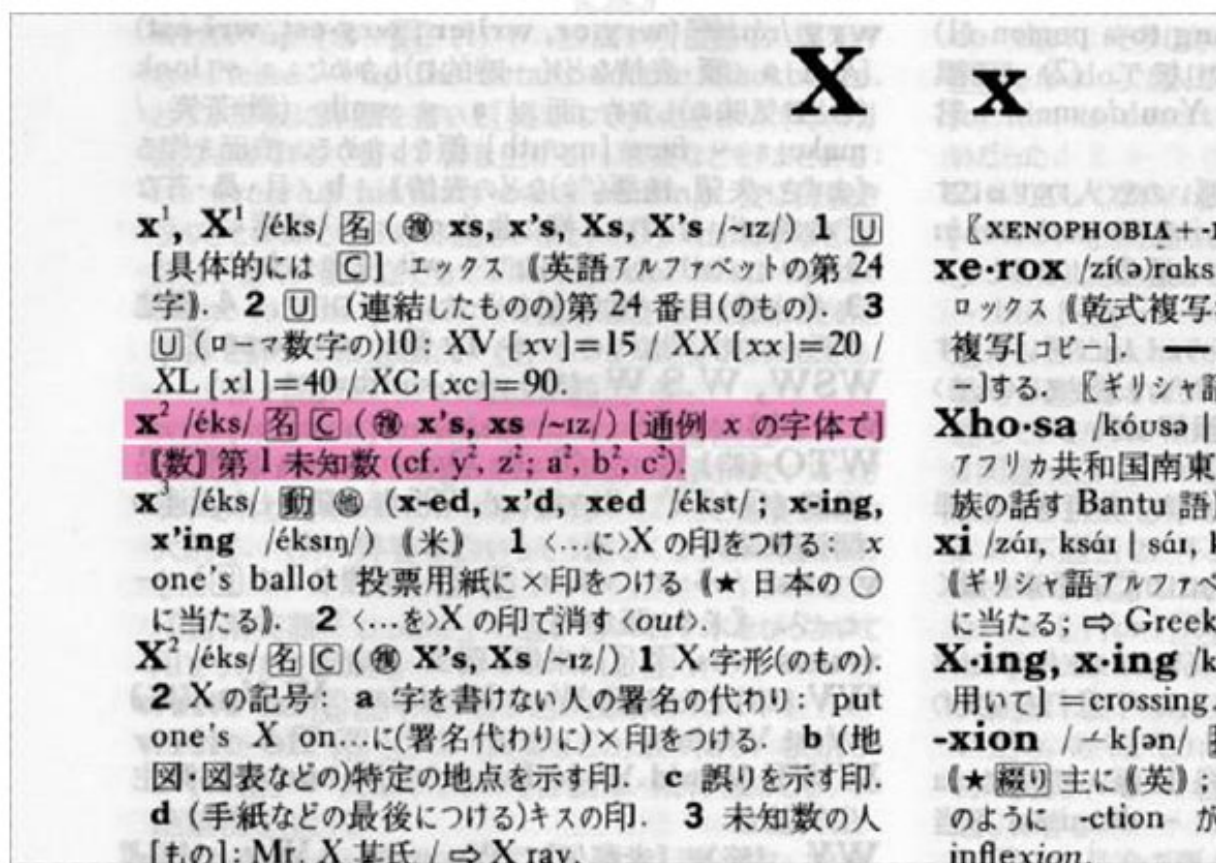




DCMX™

The branding and corporate identity systems symbolize and communicate the company's business and philosophy to people both inside and outside DoCoMo.

The DCMX logo expresses where DoCoMo is heading, and how DCMX will be useful to people and bring greater value to society.



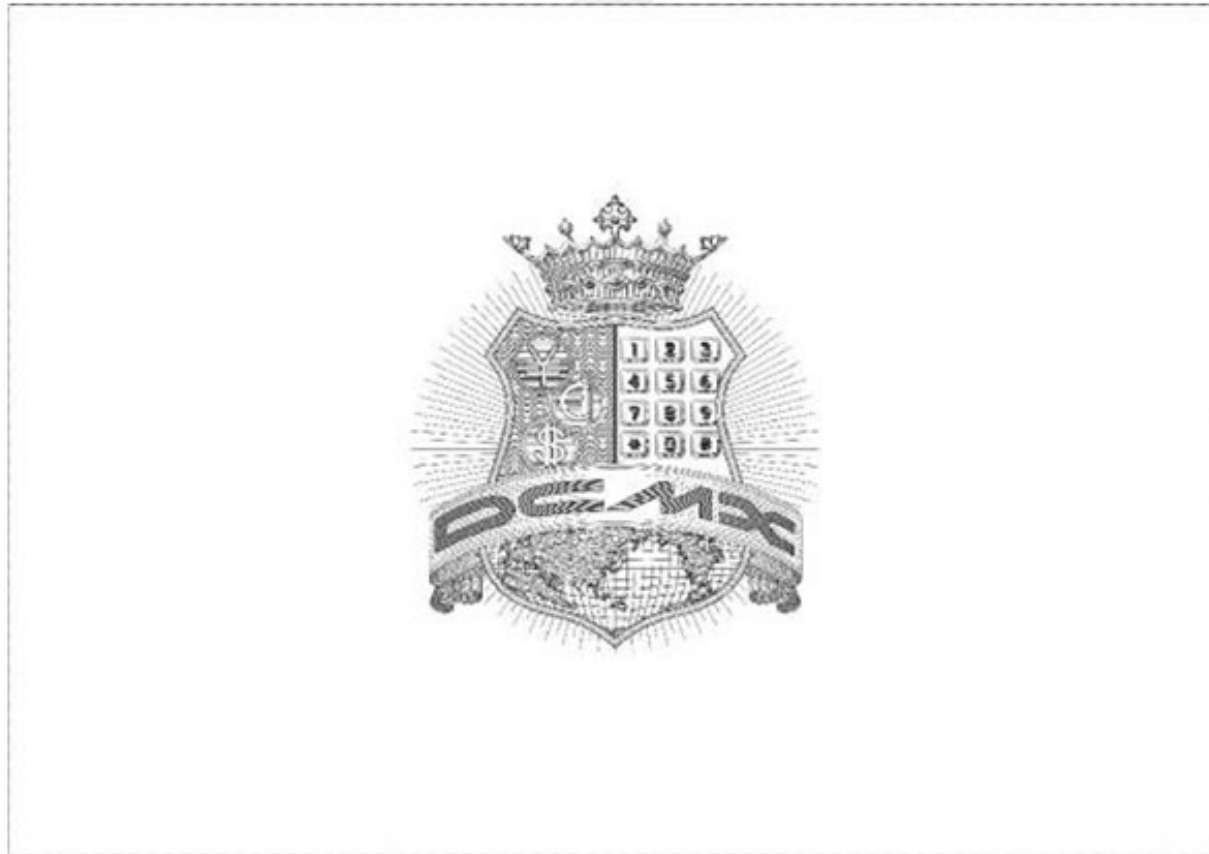
DCMX is DoCoMo's "X factor."

Dictionaries define "X" as an unknown quantity. "DCM" (DoCoMo) was combined with "X" to create "DCMX," which expresses DoCoMo's dramatic move into the business of issuing mobile credit, an all-new field whose full potential is still unknown.



DCMX™

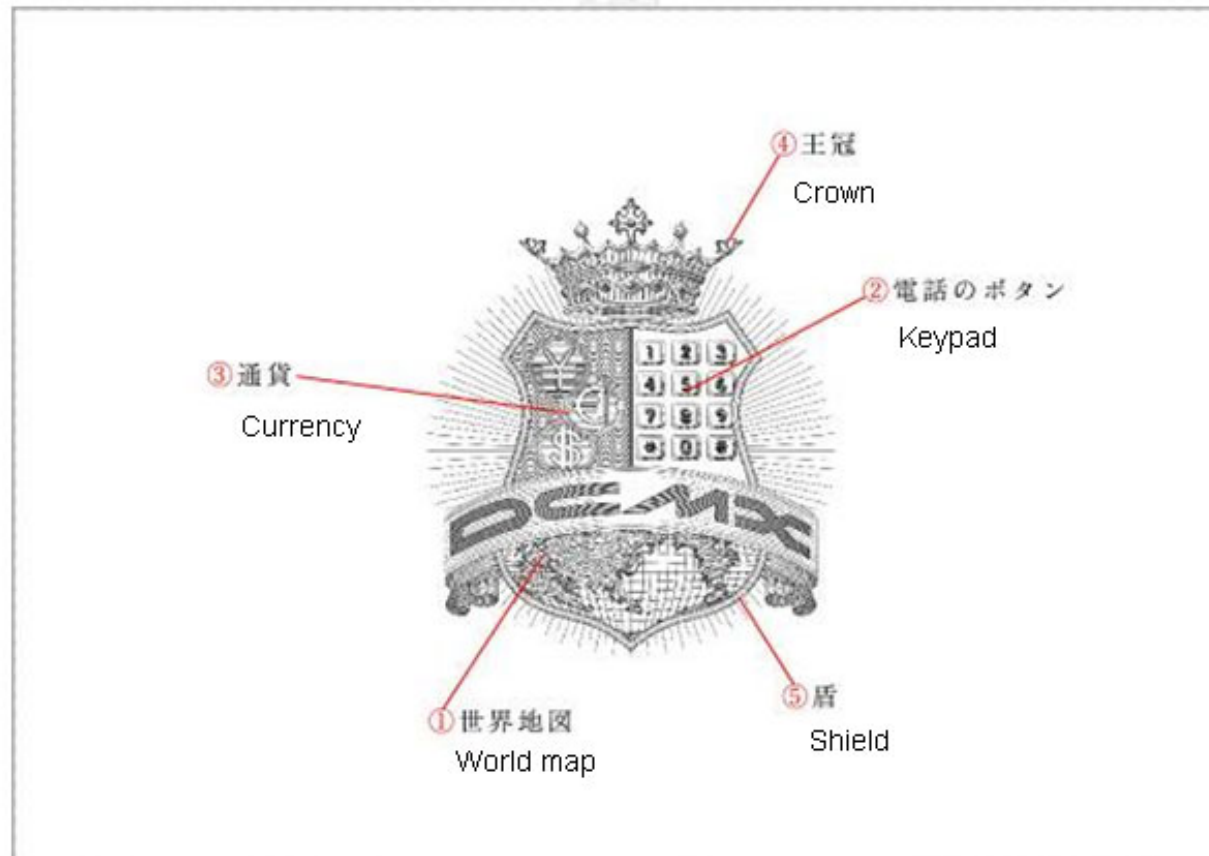
The DCMX logo evokes the image of Europe's oldest and most-trusted financial institutions.
The design expresses futuristic concepts stemming from very old origins.



This emblem was created for use with the logo.

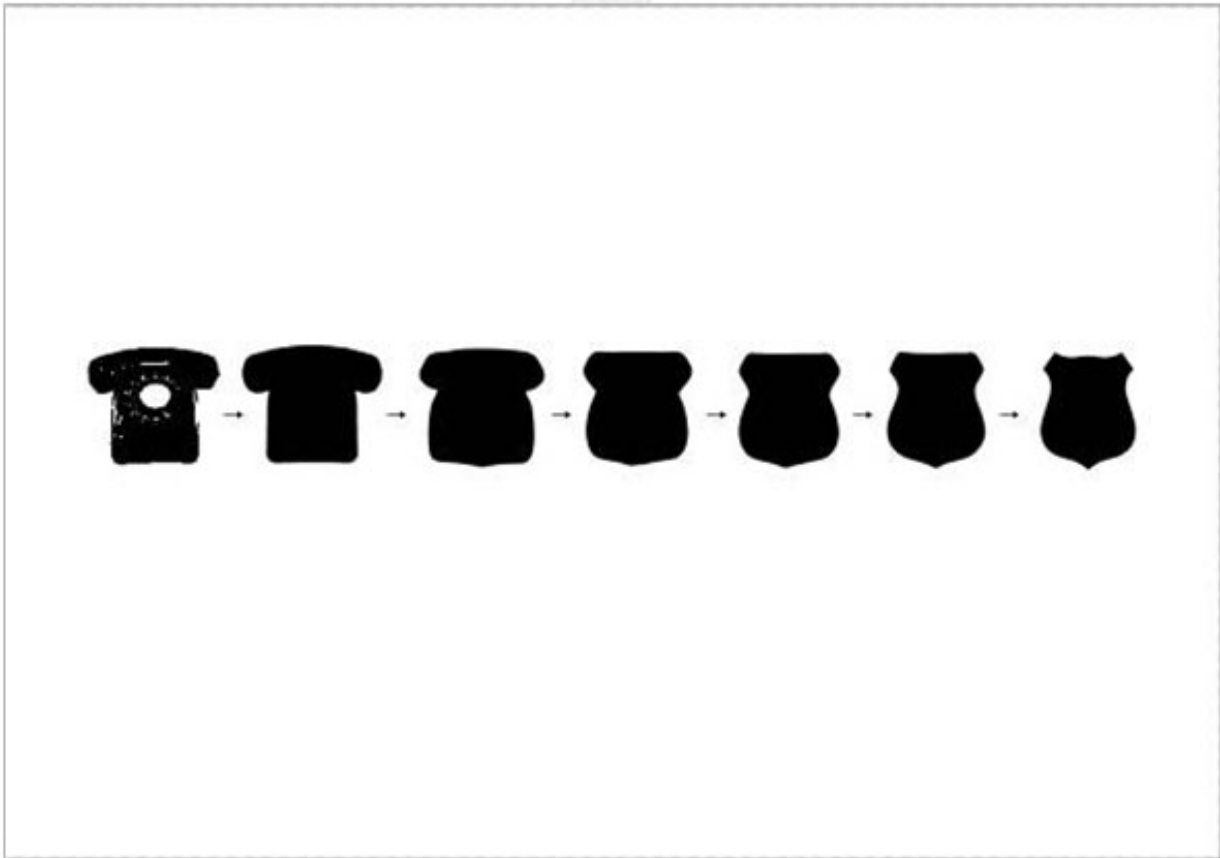
Trendy corporate brands sometimes overemphasize readability and speed of recognition, resulting in logos looking much the same.

DCMX branding combines several symbols that work together to convey a sense of trustworthiness.



The emblem comprises symbols of currencies, a crown signifying excellence, a telephone keypad, a shield, and a world map signifying new frontiers.

This design, unlike trendy, oversimplified logos, succeeds in combining the old and the new, giving each element equal emphasis to create a harmonious whole.



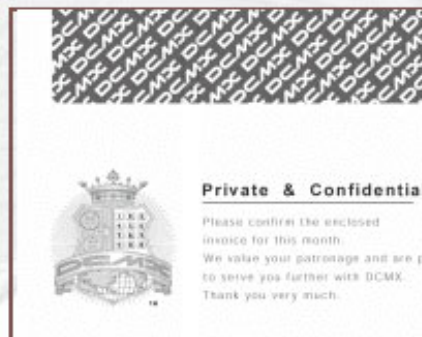
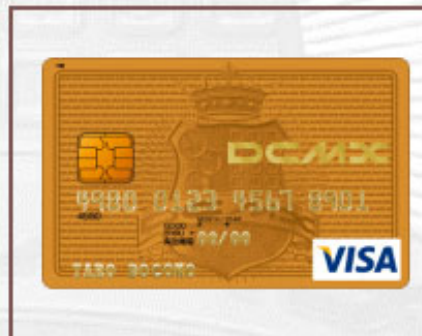
The emblem consists of currency, a telephone, the challenge of the new world, and a crown as proof of trustworthiness.

While this design runs counter to popular trends in logo design, it does succeed in having an elemental form as a result of the complex elements.

It combines old and new elements, and creates a completed whole by giving each one due emphasis.

DCMX design strategy: Link the customer to DCMX

DCMX





DCMX
Items

Design
conveys status



Private & Confidential
Please confirm the enclosed invoice for this month.
We value your patronage and we pleased to serve you further with DCMX.
Thank you very much.



NTTドコモDCMXセンター 〒174-0034 東京都千代田区永田町1丁目15番10号 (「ドコモ」の関連会社) tel.0120-300-360 http://dcmx.jp



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Thank you very much.

ご利用代金明細書 18年 4月 4日発行 00000000000000

毎々各社のカードもご利用いただきありがとうございます。通月ご利用いただきました「ご利用明細」と「お支払明細」、「お支払日」を下記のとおりご案内申し上げます。ご既定の口座を請してお支払いいただきますので、「口座残高」のご確認も併せてお願い申し上げます。なお、お支払口座へのご入金はお早めにお願ひ申し上げます。



株式会社NTTドコモ
東京都千代田区永田町2-11-1
登録番号 関東財務局長(1) 第99999号

お問合せ先 お手元にカードをご用意のうえ、お手続きください。
フリーダイヤル 0120-300-360
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携帯電話に関するお問い合わせ 0120-800-000
ホームページ <http://dcmx.jp>

全額提携 三井住友銀行

105-8011 東京都港区 新橋
5-2-10
ドコモ 支店 様
12345-1234-5678-90121 0000009#

明細書発行日 01/01中 01/01日

ご利用種別	金額	残高
クレジット利用種別	20万円	
クレジット利用種別	20万円	
内訳が払い-分額払い	20万円	
内訳がキャッシュサービス	10万円	
キャッシング利用種別	10万円	
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ホームページ <http://dcmx.jp>

お支払日 18年 5月 10日(水) 全額提携 三井住友銀行
支払 日 各支払
お支払合計 77,777円 残 日 普通
口座番号 9999***
お客様の個人情報保護のため、口座番号の下3桁を表示していません。
サービス名 DCMX
会社番号 4990 1234 5678 9***
お客様の個人情報保護のため、会社番号の下3桁を表示していません。

DCMX Items

Design conveys status

ケータイを変える。
クレジットカードを超える。
ドコモのケータイクレジット、
DCMX誕生。

ドコモから生まれた「DCMX」は、これまでになかった。
それは、ケータイの特色をフルに活かしたスマートフォンサービスを実現すること。
また、スマートフォンをより便利に利用できるケータイクレジット。
その可能性は、これまで以上に広がっている。それが、DCMXの誕生である。
「DCMX」のデザインが、その可能性を表現している。

株式会社NTTドコモ
〒100-6150
東京都千代田区本町2-11-1
TEL0120-700-360

165-0031 東京都〇〇〇

001-00-00000-31-1-0 2 210
VISAチャージカード

本人決定受取郵便(特)
18152-4257-2474-1661T

01 343 有効期限 2010年11月
IC 納入日 2009年12月

お申し込み
お申し込みコード
お申し込み内容
お申し込み金額

お申し込み内容
お申し込み金額

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お申し込み金額

お申し込み内容
お申し込み金額

DCMXをお申し込みでお願いいた
だき誠にありがとうございます。
ここに新たなカードが届け
たいとしますので、末長くご愛
顧いただきますようお願い申し
あげます。

お申し込み内容
お申し込み金額

お申し込み内容
お申し込み金額

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お申し込み金額



Conceptual Model

iD
Reader/writer

Design conveys
smooth,
efficient
transaction

Display Interface Design

The LCD is tilted for easy reading, helping the customer to quickly confirm transaction details before waving their phone.

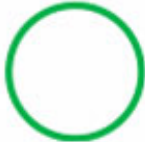


Antenna Ring

Unlike a credit-card swipe device, this device has a circular antenna outlined with an illuminated LED ring that indicates where the customer should wave the phone.

Sound Design

The pad also uses specially designed tones as a pleasant, audible method of helping the customer to confirm that their payment has been accepted.



Green:
Ready



Blue:
Processing



White:
Finished !

iD Reader/Writer Sound

Takashi Kokubo Composer

Takashi Kokubo composes relaxing music that uses the restorative powers of nature to put a busy person's soul at ease. His music is built upon a thorough understanding of sound theory, such as the calming effects of certain high frequencies, 1/f fluctuations and brainwave measurement, as well as a "cyberphonic" microphone of his own invention to capture dimensional sounds. He has visited over 30 countries to record the sounds of nature and natural "sound landscapes."

Kokubo composed the entryway theme music for NTT DoCoMo's "Hearty Plaza" showroom, environmental music for the Roppongi Hills Arena, environmental BGM for the IKSPIARI shopping mall at Tokyo Disney Resort, and environmental sound and music for communities, offices and museums. He has also recorded music for private spaces.

In 1999, he founded Ion, his own recording label, and has released ten titles to date. In 2001, he began recording mobile phone ringtones, both original recordings and arrangements, which have enjoyed great popularity among users of all ages. He is currently directing development of DoCoMo's first collection of Melody Call recordings.



iD Reader/Writer Pad

Shunji Yamanaka
Industrial designer

Shunji Yamanaka, born in 1957, has worked at Nissan Motors and as an assistant professor at the University of Tokyo. In 1984, he became head of Leading Edge Design. Having worked on everything from wristwatches to railroad cars, he is especially enthusiastic about high-tech devices, such as thumb-keyboards, humanoid robots and advanced communications systems. He contributed significantly to the introduction of the Suica smartcard rail pass by testing human reactions to various designs, which led to fast user recognition and understanding of automatic ticket gates.



DCMX Site (Shinjuku) DCMX Café (Omotesando)

Akihito Fumita Architectural designer

Akihito Fumita, born in 1962, joined RIC Design after graduating from the Osaka University of Arts. He opened Akihito Fumita Design Office in 1995 and moved offices from Osaka to Tokyo in 1999. His noted works include Spiritual Mode, the Nissan Ginza Gallery, the Nissan booth at the Tokyo Motor Show, the basement of the Osaka Takashimaya West Hall, M-PREMIER, and H-house (residence).



DCMX
SITE

Flagship facility

This flagship showroom in Shinjuku, Tokyo's popular shopping and entertainment district, will inspire interest and trust in DCMX.

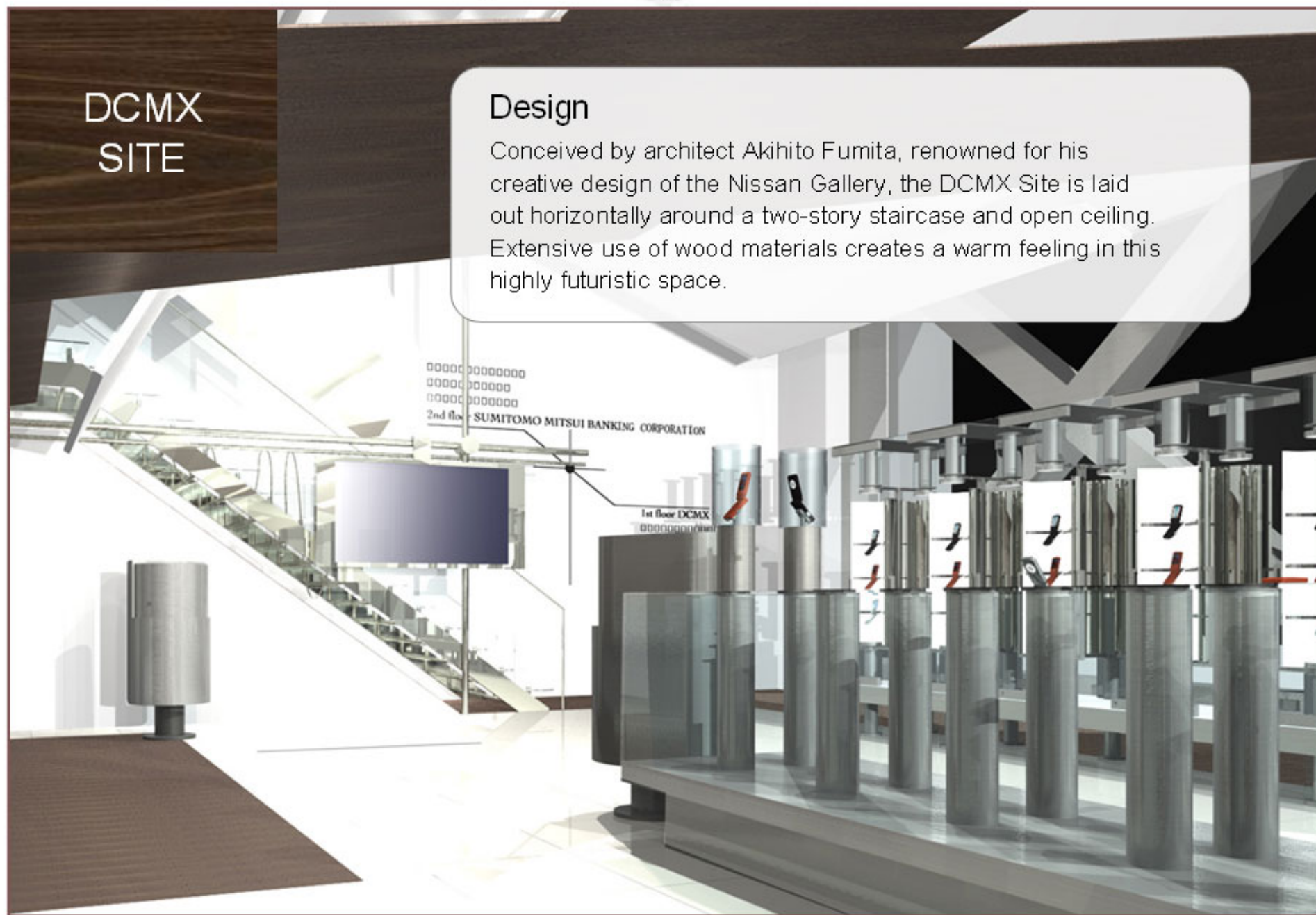
Opens
end of May

3-14-5 Shinjuku, Shinjuku-ku, Tokyo

DCMX
SITE

Design

Conceived by architect Akihito Fumita, renowned for his creative design of the Nissan Gallery, the DCMX Site is laid out horizontally around a two-story staircase and open ceiling. Extensive use of wood materials creates a warm feeling in this highly futuristic space.



DCMX
SITE

Info Desks

People will visit DCMX Site to find out what DCMX is and how to use mobile credit, as well as apply for the service.

Displays

Displays will enable customers to view and handle the latest phone models, leading to greater appreciation of their advanced designs.

**DCMX
Café**

**Second facility for
reaching customers**

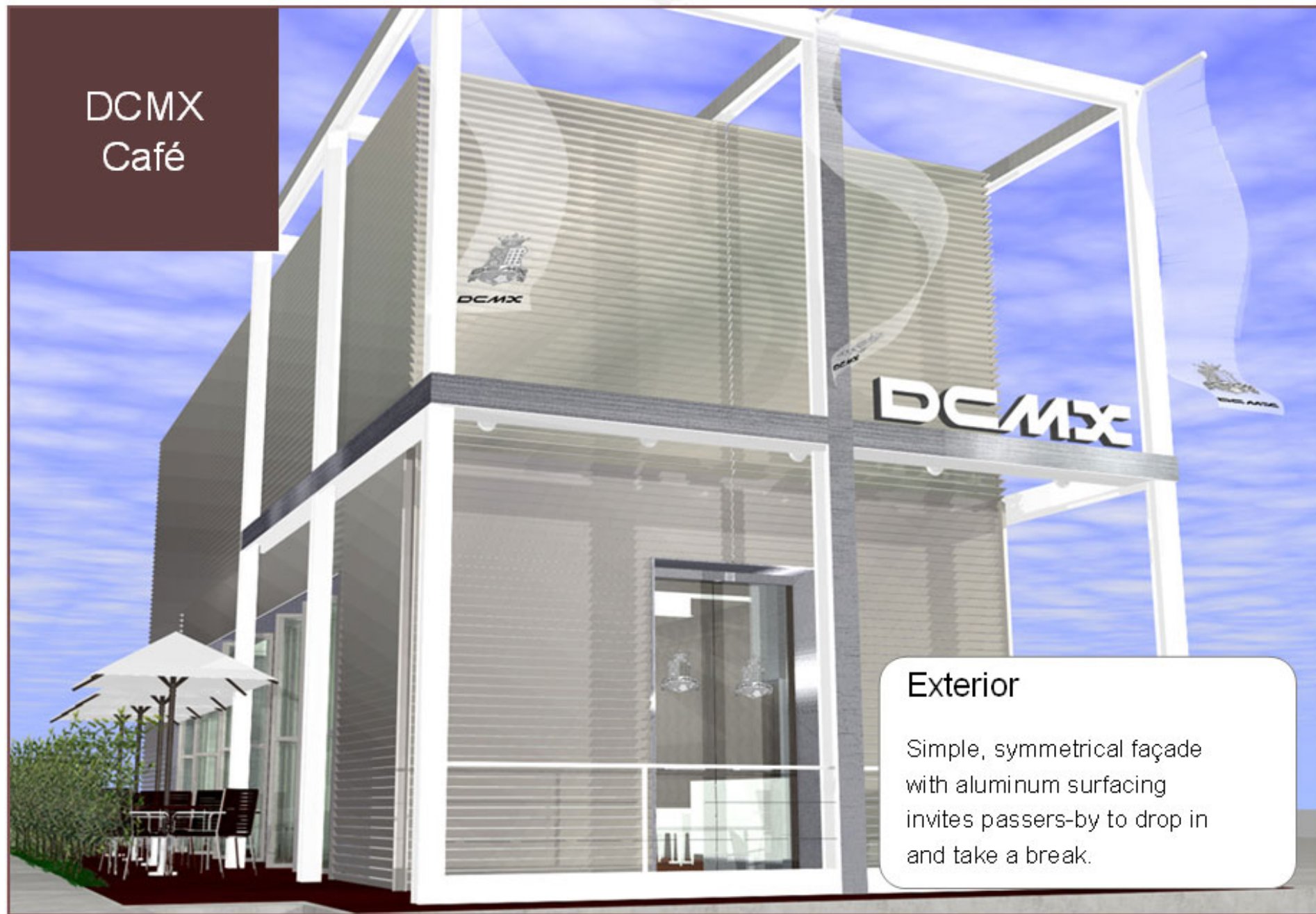
DCMX Café, located in Tokyo's fashionable Omotesando district and with a view of Koto-dori, will be a space where people can enjoy a cup of coffee and then pay with their DoCoMo phone using DCMX.

Opens April 28



3-11-7 Kita-aoyama, Minato-ku, Tokyo

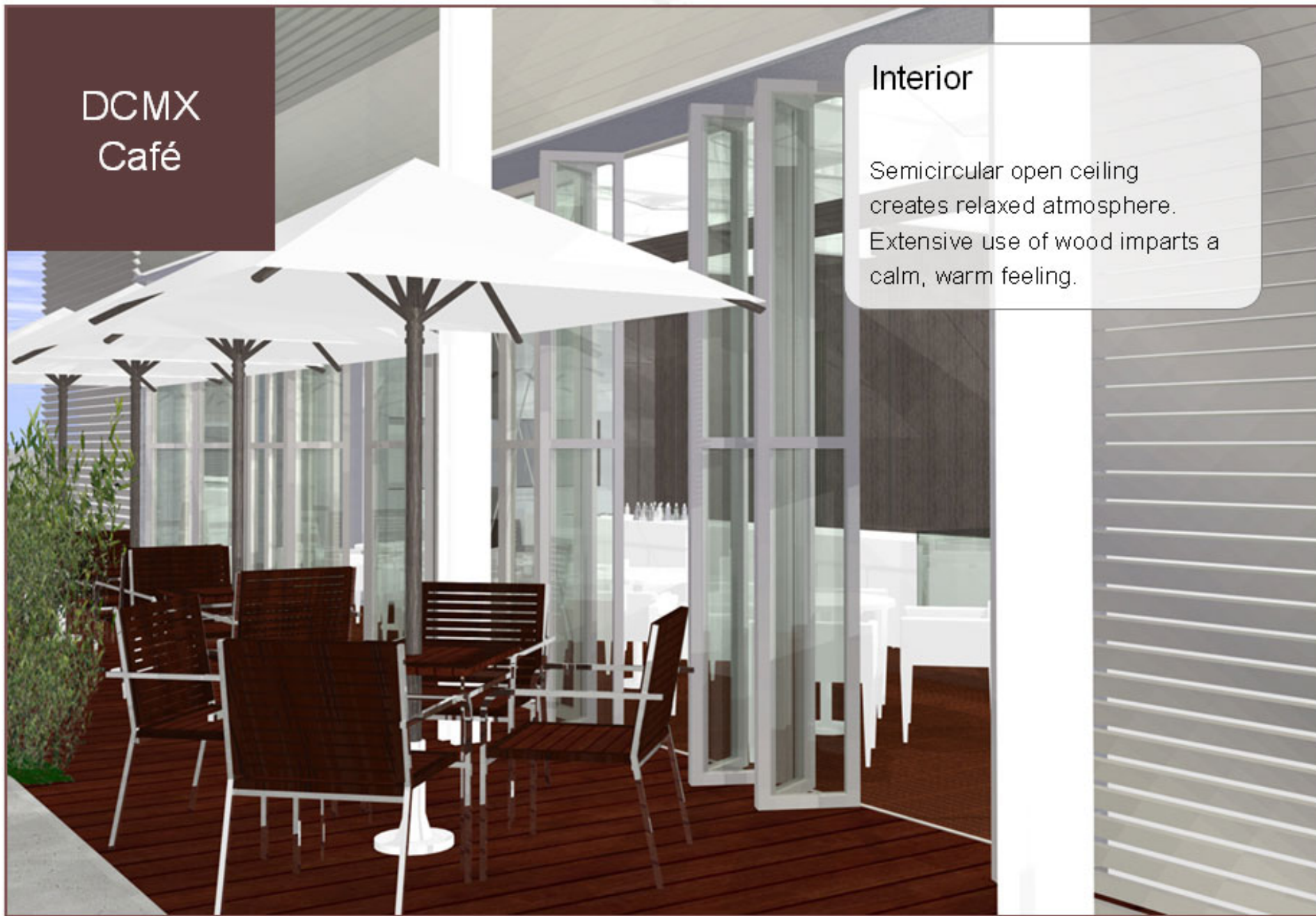
DCMX
Café



Exterior

Simple, symmetrical façade with aluminum surfacing invites passers-by to drop in and take a break.

DCMX
Café



Interior

Semicircular open ceiling creates relaxed atmosphere.
Extensive use of wood imparts a calm, warm feeling.

DCMX Advertising Design

Takuya Tomohara Creative Director

Director/Creative Director, REWIND Inc.

Tomohara joined Dentsu in 1985, working first as a copywriter at the Kyushu branch and then moving to the Tokyo office in 1992. He has handled creative direction for clients including NTT DoCoMo, NTT Data and Mercedes Benz.

He established the planning boutique REWIND in 2004 with funding from Dentsu. He currently handles creative direction for many clients and has a wide range of responsibilities including business vision, corporate strategy, brand strategy, and ad production.

Honors include the ADC Award from the Tokyo Art Directors Club, the Dentsu Advertising Award, the Asahi Advertising Award, the Nikkei Advertisement Award, the ACC Award, the Cannes International Ad Festival Short List, the New York Festival, and the IBA Award.

Tomohara is also Special Lecturer at the Tokyo National University of Fine Arts and Music.



DCMX Advertising Design

Megumi Ota Creative Director

Born in 1951 in Tokyo, Ota worked as a contract copywriter for Dentsu after finishing college, and then established the Megumi Ota Office. One of her key works is the "Right, Let's Go to Kyoto" ad campaign for JR Tokai's 13th anniversary. She continues to handle copywriting and television ad planning today.

She has worked as the copywriter, ad planner, and creative director on ad campaigns for the Toyota Passo, Ajinomoto's "Autumn Snack Diary," and Aeon's "Signing Aeon," among others. In addition to advertising, she has been involved in planning communications for the new movie "Kamome Shokudo," has been a judge for NHK's "Mini-Mini Video Prize," and is Special Lecturer at the School of Design at Tokyo National University of Fine Arts and Music. She has written the books, "Right, Let's Go to Kyoto" (published by Tankosha) and "The Language of the First Day" (published by Gakuseisha).

Honors include the Asahi Advertising Award, Mainichi Design Award, Fujisankei Communications Group Advertising Award Grand Prix, Dentsu Advertising Award Grand Prix, ACC Award, Cannes International Advertisement Festival Gold Medal, New York Film Festival Gold Medal, and London International Advertising Award Silver Medal.



DCMX
Ads

Promoting
easy startup
procedure





DCMX, Japan's first and only mobile credit service,
will turn Osaifu-Keitai e-wallet phones into easy-to-use credit cards.
How many ways can it be used? Start exploring with DCMX.

For the latest information on DCMX, visit:

www.nttdocomo.co.jp/DCMX

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